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## IN THIS ISSUE

More on farm structures dialogue...questions on publications...a gimmick or two and some reports about reports...people talk...and some new balderdash. Read on....

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## STRUCTURES RENEWED

When John Obert, Susan Sechler, and Cliff Ouse talked about the farm structures dialogue at last week's ACE-GPA workshop, it became evident that many folks didn't understand what was going on. Here's a brief rundown...somewhat repetitive perhaps.

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Last March, Secretary Bergland spoke in Kansas City and called for a 2-year long, national debate on farm policy. Present farm programs, he said, are wrong for these times. "They no longer help the smaller farm families who are trying to stay on the land, and they provide too many benefits to the largest farmers who need it the least."

He said the tax structure in agriculture is encouraging land speculation and driving farm real estate out of sight. He called capital gains tax breaks for the speculators...making it impossible for young farmers to compete.

We need a national debate on what type of farm operation would be best for the country..."then, in 1981, when it's time to write a new farm law, we should write one that would support and nurture that kind of farming," the Secretary said.

The speech has brought more comments and letters of approval than any the Secretary has ever given. The press is beginning to comment on the speech and on the problem...with both pro and con statements about the situation. There have been several recent conferences...and Congressional committees...treating the subject (and that's been going on for years, of course).

Hope is that soon there will be a more formal approach taken to bring order to future discussions, provide some means to report and document developments.

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## DON'T SKIP THESE QUESTIONS

Skip Roberts, U. of Wyo., writes that he's pleased to learn of the periodical task force objectives reported in "Inside..." some weeks ago. Skip says he's still looking for a means by which objective evaluation of publications can be made. He asks, "How does one determine or justify total cost of a publication without

having previous data from which to make judgments? How does one evaluate the effectiveness of a publication or program?" Answers, anyone?

Skip enclosed a press announcement describing Wyoming's adoption of publication notices for selected journals, bulletins, and monographs. Highly technical pubs are explained before a reader orders them...hopefully increasing readership and reducing printing costs. The release points out that the concept originated at Texas A&M.

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TRY A PEEL-OFF

Mason Miller, SEA-CR (Science and Education Administration-Cooperative Research) has shared with us a copy of In Touch, a tabloid newspaper produced by the Extension Service at Rhode Island.

The flag carries credits to Janet Henderson, editor; Dale Romano, photographer; Alan R. Knight, public inf officer; and Bertha Monahan, circulation. The paper is loaded with useful home and garden information, fire prevention tips...even has a crossword puzzle on high blood pressure.

One of the most unique items though is a peel-off, adhesive label to paste on telephones after entering emergency numbers.

\* \* \*

NC CENTURY OF SERVICE Bill Carpenter, N.C. State, sent us a copy of NC's latest "special" publication...A Century of Service. It's a rundown of achievements at the NC Ag Experiment Station...now officially called the North Carolina Agricultural Research Service.

Bill says copies are available without charge to anyone who might want a copy.

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IADS REPORTS

Another interesting report came our way from old friend Frank Byrnes, now with the International Agricultural Development Service of New York City. (IADS is associated with the Rockefeller Foundation.)

If you're interested in world agricultural activities, particularly those in developing countries, you might write Frank for a copy...at 1133 Avenue of the Americas, New York 10036.

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SOME OF WHAT FARMERS  
WANT

We've found the U. of Mo. report, "Large Commercial Family Farms Informational Needs and Sources," most interesting. Gleaning items at random, consider:

Greatest need...a new and expanded effort in marketing and business management. Public policy issues--farm policy--were mentioned as important.

Newsletters and personal contacts were most often singled out as the desirable ways to transmit information but not at the exclusion of other, time-tested methods. Farm publications--especially state farm publications or commodity journals--were frequently cited as the most valuable pubs farmers receive.

There was a noticeable difference in the kind of inf farmers in the different regions considered most important. Those in the South, West, and North Central regions said marketing inf was most important. Those in the Northeast felt production technology was the greatest need...also ranked weather above marketing and showed greater interest in purchasing supplies.

As to the preferred way of obtaining information, North Central farmers consider radio and TV more important than did those from other regions. Southern farmers look more to their neighbors for information on purchased inputs while North Central farmers prefer farm magazines.

Northeast farmers look to Extension for business management information while those in the West depend upon consultants almost to the exclusion of Extension.

Everywhere but in the Northeast, farmers look to ASCS (Agricultural Stabilization and Conservation Service) for farm policy inf. In the Northeast, they go to Extension.

And so on...remember to send your buck to Del Hatesohl at the U. of Mo. if you want a copy of the report.

\* \* \*

COMM. GOSPEL, OF  
A SORT

Here are 10 commandments for successful, practical communication research set forth by Ted Clevenger, dean of communication at Fla. State U., Tallahassee. He presented the list at the southern region/east meeting of ACE last March. The more we look at them, the more we feel guilty for not having shared them earlier.

1. Have a "theory" and write it down...in terms of the components of your system that are important to you, such as receivers, kind of message, and your delivery system; and in terms of the variables or factors important about receivers, message, delivery system and their relationships.
2. Clearly state a hypothesis or a question...a proposition you suspect might be true or you think might be true. This can be a statement relating to whether an act will make any difference.
3. Design a study so you'll know what the results mean...make clear what you are assuming to be true and keep it simple.
4. Be sure your sample is representative. Ask yourself if you really have a sample or an entire population. If necessary, learn how to draw a random sample.
5. Be sure any measures you take are valid...one whose results compare and reflect what you intend to reflect. Remember, in your questionnaire or interview, you must get the truth.
6. Get reliable measures...stable, repeatable measures or that give the same answer twice.
7. Use statistics to summarize results. Then you can concentrate a large amount of inf into a single number...an average; also will show how much data is spread out...or show relationships, correlations, associations.
8. Use statistics also to rule out chance.
9. Look for other explanations--other than the hypothesis you put forward. If you find them, use them to clarify; if you can't find them, you probably have a good answer to your question.
10. Don't fear criticism...let utility be your guide; if it works, fine--that's what you want.



Ted concluded this list by saying comm. research really is applied common sense, applying good accounting procedures. (How's that again?)

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ROOM CHANGES TO NOTE Latest moves regarding GPA began this week. Individuals below will be in the offices shown and will keep their old phone numbers:

Room 411A.....F. Villa-Lobos, Lillie Vincent, Larry Marton  
Room 410A.....Special Reports Secretaries /  
Room 409A.....Ted Crane  
Room 460A.....John Crowley, Bill Whyte and Secretary  
Room 459A.....Clay Napier, Kate Alfriend and Secretary  
Room 534A.....Layne Beaty  
Room 536A.....Radio-Television Secretaries

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SORRY, NO WINNERS

You are either overly modest or you didn't do too well in the rate-the-publication exercise. We prefer to think that you're overcome with modesty. We didn't hear from anyone who rated the demand for the 10 free pubs in the actual order of requests from the public to the Consumer Information Center.

"Inside..." goofed last week in printing that Parenting Guide was No. 5 among all CIC pubs. Actually it was the 10th most popular among the 135. But that didn't alter the order in our list of 10-- it was still No. 5 in that list of 10.

Now get ready for another test of your editorial judgment. Giff says he'll have another selection for you next week. This time, just to whet your interest, there will be money involved for those who pick 'em right.

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ALASKAN DROPS BY

A visitor around the halls lately has been Clarence Reed, inf officer from the Forest Service office in Juneau, Alaska. He's been checking out electronic ideas...says radio and TV are of prime importance in Alaska. Radio has been heavily used in the past, and use of television is growing...claims Alaska may be leading all the rest of the states in use of educational television.

Clarence also confirmed that the fishing around Juneau is pretty good, as we suspected when we mentioned that job opening up there a week ago. He says salmon are a little less easy to catch now because of a rough winter a couple of years ago.

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SORRY ABOUT THIS...

Our last item this week comes from Bob Birch, who calls himself the Grand Punscorpion of the Puns Corps. He sent us a one page copy of what he calls the Windy Cape Journal..."kept to one page per issue so the handicapped can hold it for reading convenience."

In the "journal" is this question: How do you raise karates and are karate chops nutritious? Answer: Vegetarians and pacifists do not concern themselves with such matters. Just last week we received a letter from some violence-prone nut who wanted advice on hunting naugas and tanning their hides.